

Mia Sara Bruch

RESEARCH CONSULTANT

111 Park Hills Road
Berkeley, CA 94709
917.664.5485
miabruch@gmail.com



PROFILE

- ▶ Over 10 years of experience in research, strategy, and analysis
- ▶ Able to independently manage large-scale complex research projects, synthesize data, and yield actionable insights
- ▶ Able to produce compelling reports and presentations
- ▶ Able to collaborate effectively with a wide range of high-level partners, including designers and quantitative social scientists.
- ▶ Able to collaborate through all aspects of a design project
- ▶ Skilled at cultivating working relationships with various internal and external constituents across organization
- ▶ Able to see the big picture while attending to details
- ▶ Adaptable, flexible thinker and a quick learner

SKILLS AND EXPERTISE

- Collaboration and serving as liaison
- Critical thinking
- Complex and sensitive topics
- Data analysis and synthesis
- Design research
- Hypothesis formulation and testing
- Interpreting and analyzing data
- User interviews/ethnography
- Presentations
- Product development
- UX research
- Research planning and management
- Survey and questionnaire design
- Synthesis
- Strategy and implementation

SELECTED CONSULTING PROJECTS

Creative Resident in Design Research, IDEO, San Francisco, CA | 2018-2019

- Served as design researcher for IDEO projects.
- Participated in all aspects of project development and execution with change management studio.
- Conducted participant recruitment, developed interview guides and surveys, conducted interviews and other methods, synthesized learnings, and developed insights.
- Spearheaded firm-wide “futurecasting” project, conducted brainstorms with all IDEO studios, synthesized insights and developed predictive patterns
- Conducted wide-ranging “Week Zero” desk research for Learning Studio.

Researcher, IDEO, San Francisco, CA | 2018-2019

- Provided organization, strategic direction, and research for report on child care in the United States, as well as takeaways and leverage points for project team.
- Worked with 10-person design team to outline and orchestrate research and to develop findings relevant to project work more broadly.
- Conducted extensive research on child and elder care and Americans’ experience of care, including complex statistics and policy analysis. Created and delivered presentation for team and led ongoing discussion of integration of findings into work for project.
- Evaluated and provided feedback on design solutions.

User Experience Design Researcher, Jim Joseph Foundation, San Francisco, CA | 2017-2018

- Worked with Stanford University professor to execute qualitative user experience research design study on the use of educational online media for foundation program evaluation.
- Worked with a team of three to conceive study protocol, communicate and collaborate with organizational leadership, create and structure survey and interview questions, conduct ethnographic interviews interviews, and organize and interpret data.
- Developed final report on study conclusions and insights.

Research and Strategy Consultant, Center for Information Technology Research in the Interest of Society, UC Berkeley | 2017

- Served as co-lead for strategy project on urban “Internet of Things” technology for Microsoft’s Civic Technology Engagement Group to guide investors and policymakers.
- Worked with researchers and leadership to scope project based on specifications, developed project structure and focus, and conducted qualitative research—including interviews with high-level technologists.
- Developed analysis and conclusions and wrote and edited final report.
- Convened, organized and facilitated public forum with leaders in the field, as well as small group discussion for principals.

Associate Director (Contract), Social Science Matrix, UC Berkeley | 2015-2016

- Closely advised and collaborated with Director on all aspects of operation of new interdisciplinary social science center, including fundraising, institutional partnerships, programming, and organizational development.
- Recruited, selected, and managed portfolio of 20 10-20 person research teams and worked with team leaders to orchestrate meetings, develop a research agenda, and pursue funding.
- Supervised a team of three. .

Strategic Planning Consultant, School of Information, University of Michigan | 2012-2014

- Organized and built new 150-person undergraduate major in Information, including conceptual development, determination of requirements, design of curriculum, and signature components such as honors and internship programs.
- Researched, assessed, and analyzed relevant pedagogies for training technologists and presented findings in accessible format for School faculty.
- Worked with 10-person team to plan, organize, and execute all aspects of program launch, including promotional materials, events, and communications.

Ghostwriter and Managing Editor, Designing Obama | 2010

- Worked closely with Scott Thomas, design director of the Obama Presidential campaign, to create and produce Designing Obama, the first comprehensive account of the use of design in a presidential campaign.
- Created a coherent analytical and narrative account of design challenges, goals, outcomes, and iterations in style targeted to experts in the field, using interviews as well as research on design elements and campaign information.
- Envisioned structure, devised chapters, integrated writing, and supervised team of three for proofreading and production process.

Researcher, Pershing Square Capital Management | 2008

- Worked with hedge fund manager to organize and spearhead national survey of state and municipal controllers to assess their use of municipal bond insurance.
- Identified and cultivated relationships with key personnel in public agencies and elicited substantive responses to quantitative and qualitative survey questions.
- Interpreted and organized survey data in conjunction with national group of four researchers.

EDUCATION

Ph.D. History, Stanford University

B.A., Stanford University
